



Seeing What Others Don't: The Remarkable Ways We Gain Insights (First Trade Paper Edition)

By Gary Klein

The Perseus Books Group. Paperback. Book Condition: new. BRAND NEW, Seeing What Others Don't: The Remarkable Ways We Gain Insights (First Trade Paper Edition), Gary Klein, Insights--like Darwin's understanding of the way evolution actually works, and Watson and Crick's breakthrough discoveries about the structure of DNA--can change the world. We also need insights into the everyday things that frustrate and confuse us so that we can more effectively solve problems and get things done. Yet we know very little about when, why, or how insights are formed--or what blocks them. In Seeing What Others Don't, renowned cognitive psychologist Gary Klein unravels the mystery. Klein is a keen observer of people in their natural settings--scientists, businesspeople, firefighters, police officers, soldiers, family members, friends, himself--and uses a marvelous variety of stories to illuminate his research into what insights are and how they happen. What, for example, enabled Harry Markopolos to put the finger on Bernie Madoff? How did Dr. Michael Gottlieb make the connections between different patients that allowed him to publish the first announcement of the AIDS epidemic? What did Admiral Yamamoto see (and what did the Americans miss) in a 1940 British attack on the Italian fleet that enabled him...



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Reviews

It is one of the most popular publications. It really is written in easy words and not difficult to understand. You are going to like how the author writes this book.

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Completely essential go-through book. This is for all who state there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Lydia Legros